

Unit  
ACP

*Visions*  
• Advertising Media, LLC

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Certified **SBA WOSB**  
Woman Owned Small Business

## PEDICABS ON THE FAMOUS ATLANTIC CITY BOARDWALK

The famous Pedicabs/Rolling Chairs are part of the Jersey Shore lifestyle. Residents, as well as visiting vacationers walk the famous boardwalk year round to visit casinos, relax, meet with friends, run, bike, or even spend a warm leisurely day with a good book or take a break from gambling! AC Pedicabs are a “green” solution to the challenges of modern transportation with a zero emissions footprint - they have been hand pushed by trained personnel for over 100 years!



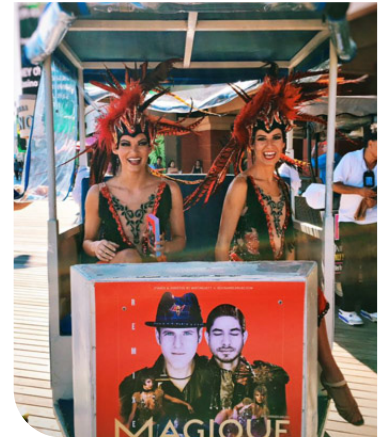
The Pedicabs are in front of viewers for hours at a time and are a cost effective way to reach your target market in one of the fastest growing outdoor markets.

**On average, visitors to the boardwalk stay for more than 3 hours, offering you a captive audience that will see your advertisement more than 8 times a visit.**

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## WHAT CAN WE PUT ON OUR ADS?

This program is great for New Product Launches, Brand Awareness, and to Promote Upcoming Events. You can include your product information, special offers, promotions, and/or events along with your phone number, location, and website. **Each pedicab displays three 24" x 24" UV protected, waterproof panels.**



### MASSIVE REACH

*Connect with an audience of over 27 million people*

### TARGET AUDIENCE

*Select staged places that are popular amongst your target audience*

### CAPTIVE & EXCLUSIVE

*No competing eco-transit ads and clear daytime visibility*

## WHAT DOES IT COST?

This is the exciting part. Pedicab advertising **costs a fraction of comparable advertising mediums.** Rates vary based on campaign length and the number of pedicabs included. We are currently licensed to operate 100 pedicabs on the boardwalk.



## WHO ADVERTISES ON PEDICABS?

A wide range of businesses use pedicabs to reach visitors, including:

- Golden Nugget
- Casino Shows
- Local restaurants
- Event promoters
- Alcohol Clients
- Beach Bars

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## WHAT ABOUT OUR CREATIVE?

It's easy. You supply the artwork, or we will at no charge,  
and we will handle the rest!

### AVAILABILITY

25 • 50 • 100 Pedicabs

### PRICING STRUCTURE

- Minimum purchase: 25 pedicabs
- Minimum campaign: 4 periods / 16 weeks
- Production costs vary depending on the number of pedicabs purchased
- Estimated production for 25 pedicabs (75 signs - 3 panels per pedicab, 4-color print): \$1,400 including tax and shipping

### INSTALLATION

Visions provides free installation for all contracts.



**BE A PART OF ATLANTIC CITY HISTORY AND GET YOUR MESSAGE OUT  
TO OVER 27 MILLION PEOPLE THIS YEAR.**